

DISCUSSION ITEM

3. PROGRESS REPORT ON PURE WATER MONTEREY PROJECT

Meeting Date:	September 23, 2014	Budgeted:	No
From:	David J. Stoldt, General Manager	Program/ Line Item No.:	N/A
Prepared By:	Stephanie Locke	Approved Cost:	N/A

General Counsel Review: N/A

Committee Recommendation:

CEQA Compliance: N/A

SUMMARY: With the approval of the MOU by the County Water Resources Board of Directors and the subsequent scheduling of the approval of this document by the Monterey Regional Water Pollution Control Agency (MRWPCA) on September 29, the Board of Supervisors and the City of Salinas on October 7, and the Water Management District on or about the October 8, the renewed planning of the project's public outreach efforts has been initiated.

Budget projections for the total Fiscal Year (FY) 2014-2015 public outreach efforts including CEQA outreach, grant writing, and other associated costs were initially submitted to MRWPCA for consideration. However, a more modest budget for the period of now through January 2015 was adopted with the goal to undertake an overall needs reassessment prior to the 2014-15 FY Mid-Year Budget adjustment.

Following conversations with staff and outreach consultants, project partners and Salinas Valley stakeholders, it was determined that an extensive outreach effort to the agricultural community is paramount to the success of obtaining consensus and approval of the project's Definitive Agreement by March 31, 2015.

With that singular goal in mind, the public outreach team is currently crafting an overall plan that will be divided into four phases:

Phase 1: Addresses the outreach needs of the Salinas Valley, the City of Salinas and others that may be affected by the project. Additionally, it will begin to lay the groundwork for the 2015 engagement of the Peninsula. Upon Approval of MOU through Jan 31, 2015

Phase 2: Following the planned approval of the Definitive Agreement, the outreach team will engage the broader community in a higher level campaign focused on the positive virtues of the project and creating an educational "forum" for the Peninsula to learn about Pure Water Monterey. This will also begin to lay the groundwork for the EIR outreach required by CEQA. Feb 1, 2015 through May 1, 2015

Phase 3: Required CEQA Outreach will commence upon release of the Draft EIR. This process will continue through the comment period, but will also run parallel with the ongoing public information campaign initiated in Phase 2. On or about May 15, 2015

Phase 4: Ongoing Project Outreach.

**Pure Water Monterey
Draft Budget
FY 14-15 Revised**

No.	Platform	Line Item	Cost	Notes
1	Online Outreach			
1a		<u>Website Updates</u>	\$5,000 \$5,000	Planned update to purewatermonterey.org to create a more user-friendly interactive informational source
2	Events			
2a		Levi Stadium Tours	\$7,500	Previously approved business & hospitality industry tours
2b		<u>Informational/Media</u>	\$3,000 \$10,500	Media Receptions, Town Hall Meetings
3	Collateral Development			
3a		Collateral Design	\$2,500	Design of or updates to all collateral including brochures, Powerpoints, mailers, banners, advertisements, etc.
3b		Printing	\$4,000	Printing Costs for collateral items
3c		Mailing	\$7,500 \$14,000	Mailing costs to all ratepayers for various items
4	Outreach Team			
4a		Thomas Brand Consulting	\$25,000	Project Lead overseeing all Public Outreach activities related to the project
4b		Data Instincts	\$15,000	Providing strategic input and recommendations. Extensive experience with water supply projects. Prop 218 Research
4c		Karen Harris	\$7,500	Administrative management & Liasion with MRWPCA. Responsible for all admin, scheduling of speakers & tours and trafficking of information
4d		Community Activists	\$5,000	Responsible for specific community stakeholder outreach
4e		<u>Outreach Coordinators</u>	\$2,500 \$55,000	"Boots on the ground" individuals to staff and provide support at events and person to person outreach as needed
5	Additional Expenses			
5a			\$5,500	For As Necessary Items or Expenses

